

**Enrollment Management Committee**

December 10, 2018

12 pm – 1 pm  
Boardroom

**Notes**

**Participants:** Paul Chown, Danny Walker, Joe Hays, Tiffany Schmitcke, Angelina Hill, Dave Bazard, George Potamianos, Kerry Mayer, Marty Coehlo, Joe Hash, Rory Johnson (telepresence), Stephanie Burres (support)

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| 1.0 | Drop for non-payment process update | * Our enrollments for Spring are in line with where we were last year at this time. Drop for non-payment was last week and we are rebounding as expected. * The drop for non-payment process happened a week earlier this year. This seems like a better timeline because it happened prior to finals and cancellation of courses. * The College Access enrollments have been low, many students are not taking enough units to be eligible or have not completed a FAFSA. |
| 2.0 | Ideas for Math & English AB 705 reform marketing and outreach efforts | * The Guided Pathways Committee has concern that most of campus does not know about AB 705. They would like to raise awareness among students and faculty. * Enrollment services has noticed some confusion among students who have partial or inaccurate information about pre-requisites, etc. * Because this is a transition year, what would the timing be for marketing this information? CE would like to develop materials that inform their students how these changes impact them. * There is interest in developing a press release and putting it on the website. * Admissions and Records would like to know at what point they should be overriding English 150 pre-requisites. This will mean re-writing the CORs for these courses. |
| 3.0 | Using testing for enrollment management – do’s and don’ts. | * Marketing is piloting a text solution called “Remind Me” in the Spring semester. It will let us send text for multiple departments but also aligns with Canvas. * Messages can be sent and responded to via canvas, a cell phone, and through an app. * Marty will be putting together a work group to vet the program and help identify needs and limitations. * Students can opt out of the texts. Can they block or opt out of messages from one department and not others? * Students will still have to see a counselor in order to register in transfer level courses, but there is no placement. * Removing the pre-requisites will require curriculum and Chancellor’s office approval. Joe Hays in IR will run a report of all of the courses with English 150 pre-requisites so we know the scope of the issue. For now, informing admissions and records that they can override those pre-requisites for the time being. Math 380 may be another course that we will need to implement overrides for. |
| 4.0 | Updates | * We have implemented the ZTC symbol in WebAdvisor for zero cost textbook sections. We would like to implement a low-cost text symbol as well. We get to set the threshold for low-cost – we are thinking $40 as the threshold. * There is concern that the ZTC symbol is too large in WebAdvisor so we would like to explore making it smaller relative to other course information? |